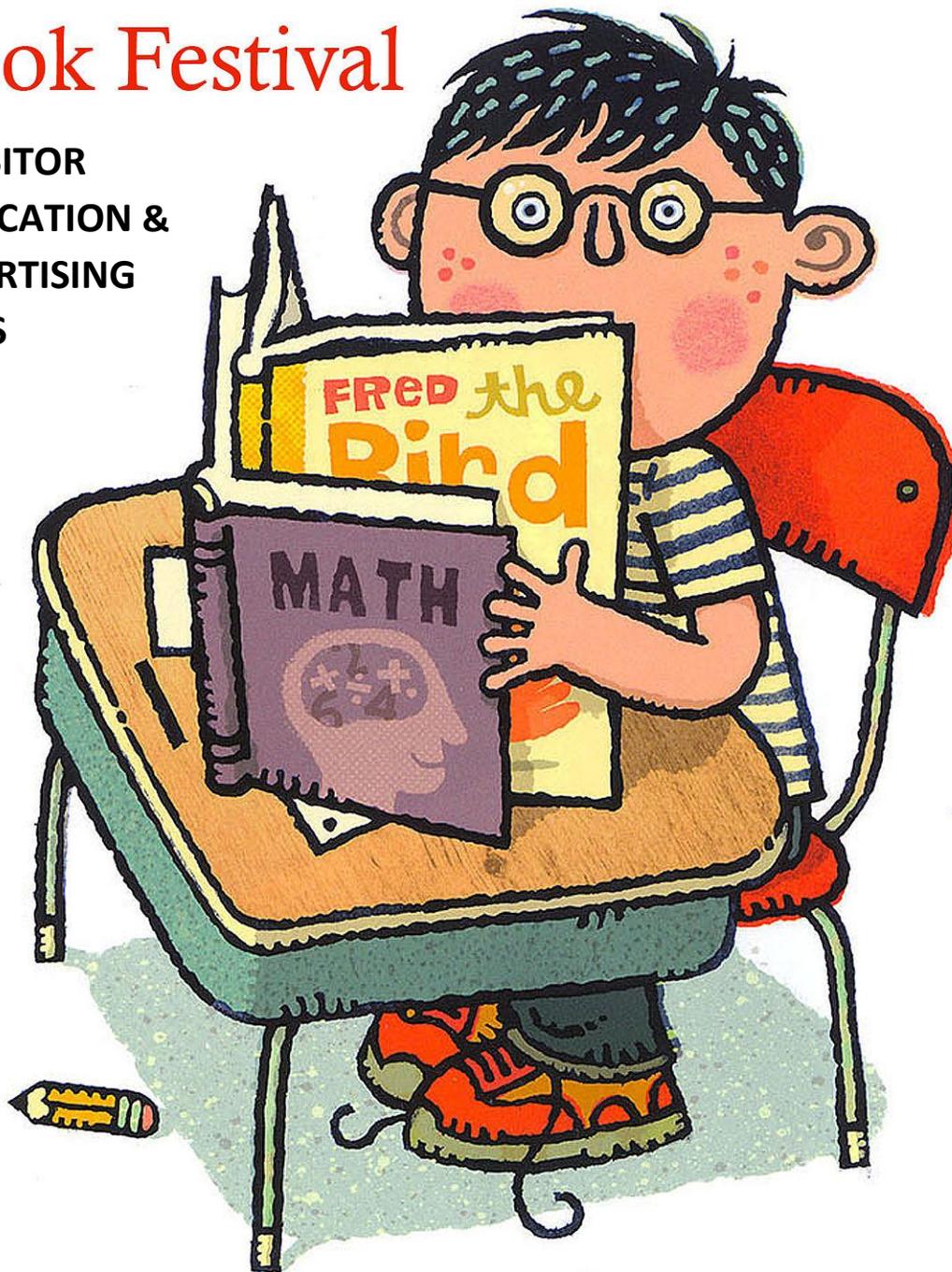


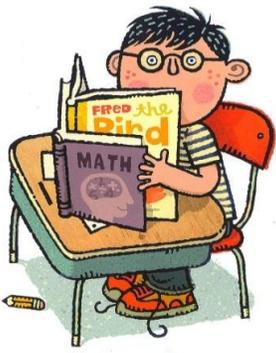
The 1st Annual Westchester Multicultural Children's Book Festival

EXHIBITOR
APPLICATION &
ADVERTISING
RATES



IN PARTNERSHIP WITH THE WHITE PLAINS PUBLIC LIBRARY

A CELEBRATION OF CHILDREN'S & FAMILY LITERACY



WESTCHESTER MULTI-CULTURAL CHILDREN'S BOOK FESTIVAL

A New York State-registered 501(3)c corporation

FESTIVAL ADVISORY

Laura Dower
Author

Cheryl Hudson, Publisher
Just Us Books

Wade Hudson, President
Just Us Books

Brian Kenney, Director
White Plains Public
Library

Suzanne Lasser
White Plains Public
School District

Jessie Osorio
White Plains Public
School District

Eric Velazquez
Author

Ed Young
Author

Yarina Sencion
Event Manager

Max Rodriguez
Founder & Director

Dear Authors, Publishers, and Booksellers:

The Westchester Multicultural Children's Book Festival is an exciting multicultural children's festival presenting innovative, entertaining, and fun-filled programs for children, parents, teachers, and all advocates for children. The heart and soul of the festival are our magical and inspiring authors, our discussions, workshops and presentations, our great publishers, and our enthusiastic audience.

Presented indoors and out, on the White Plains Library Plaza and within the library, the Festival brings together authors, publishers, booklovers, community organizations, children's well-being service providers, booksellers and literary organizations from across Westchester and beyond in an entertaining celebration of books, ideas, and family literacy.

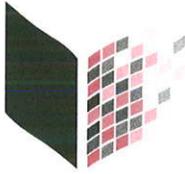
We are pointing technology towards children's literacy and creating a passion for reading like never before! Your participation will support our commitment to give a new book (...or a new download!) to every child who attends the Festival. Your support will continue their life-long reading adventure, and I invite you to continue making a difference.

Please join us at the 1st annual Westchester Multicultural Children's Book Festival on Saturday, October 13, 2012, from 11a to 4p, at the White Plains Public Library. We look forward to welcoming you!

Exhibiting and advertising pricing for the 2012 Westchester Multicultural Children's Book Festival are outlined on the following pages. We look forward to your joining us for this exciting event. If you have any questions, please email wmcbf@qbr.com or call 914.231.6778.

Our children and community are counting on us. Thank you for being a stand for children and literacy!

Max Rodriguez, Founder & Director
Westchester Multicultural Children's Book Festival



WHITE PLAINS
PUBLIC LIBRARY

100 MARTINE AVENUE ■ WHITE PLAINS, NEW YORK 10601
T914.422.1400 ■ F914.422.1462 ■ WHITEPLAINSLIBRARY.ORG

August 8, 2012

Mr. Max Rodriguez
The Westchester Multicultural Children's Book Festival
PO Box 170
Hastings on Hudson, New York 10706

Dear Max,

We very much look forward to working with you to create the first Westchester-wide multicultural children's book festival centered at the White Plains Public Library. This event is scheduled for October 13, 2012.

As your partner in this event, the Library is committing to using all of the public space in our building—auditorium and many meeting rooms—as well as the expertise of our staff, especially those engaged in service to youth. We will also facilitate the use of the Library Plaza, an outdoor space adjacent to the Library, which can be used by vendors, authors and publishers, and service organizations.

Finally, we will work with you to market the event through engagement with organizations and schools, the Westchester Library System, the media, and other venues.

I believe that this festival serves a real need in our community and will generate significant interest and enthusiasm. I am thrilled to be a part of it!

Best wishes,

Brian J. Kenney, PhD
Library Director

bkenney@whiteplainslibrary.org



THE BIRTHPLACE OF THE STATE OF NEW YORK
OFFICE OF THE MAYOR

THOMAS M. ROACH
MAYOR

t: 914.422.1411
f: 914.422.1395

August 15, 2012

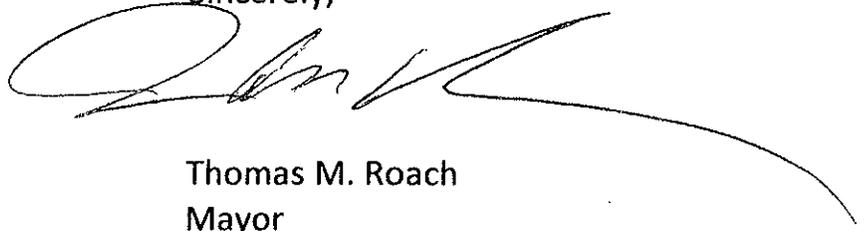
Dear Friends:

Saturday, October 13, 2012 promises to be an exciting day, as White Plains proudly hosts the first Westchester Multicultural Children's Book Festival, at the White Plains Public Library. With our diverse community and strong commitment to youth, White Plains provides the perfect venue for this groundbreaking event.

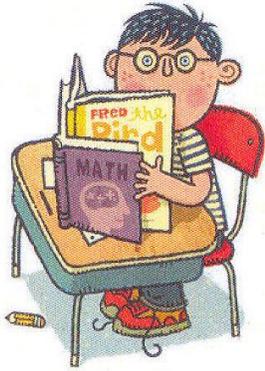
The Westchester Multicultural Children's Book Festival, partnered with the White Plains Public Library, will provide families the tools they need to help raise a nation of readers. Parents will learn new ways to engage their children as readers, while young people will have an opportunity to meet some of their favorite authors and explore the excitement that books provide. The plaza will feature children's programming, local organizations and community groups, and a book fair.

I hope you will join us for some "serious fun" at the White Plains Public Library. I look forward to seeing you there.

Sincerely,



Thomas M. Roach
Mayor



WESTCHESTER MULTI-CULTURAL CHILDREN'S BOOK FESTIVAL

A New York State-registered 501(3)c corporation

RE: LETTER OF SUPPORT, Westchester Multi-Cultural Children's Book Festival

I, the undersigned, as individual or organization representative, support the creation of the Westchester Multi-Cultural Children's Book Festival, to be held in the City of White Plains, in Fall 2012.

Please keep me informed on the progress of this event. I welcome your request for assistance that I, or my organization, may provide in support of its success.

W. Clout

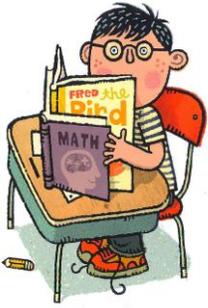
NAME

Superintendent, White Plains City School District

TITLE, ORGANIZATION

05 16 12

DATE



Westchester Multicultural Children's Book Festival Exhibitor Application

SUBMISSION DEADLINE: OCTOBER 5, 2012

EXHIBITOR INFORMATION:

Author/Company Name: _____

Name to appear on I.D. sign: _____

If shared table include partner name: _____

Primary contact person _____ Contact phone _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____ Website address _____

Complete only for shared table:

Name of Partnering Author _____ Contact phone _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

E-mail _____ Website address _____

CHECK YOUR CATEGORY: (Maximum 2 spaces per exhibitor)

- Major publisher
 Bookstore
 Non-profit
 Indie Press/Author
 Shared Space
 Commercial/Retailer
 Food

Please note: Exhibitors must either bring and use their own table, chairs & canopy or rent a Full Exhibitor Package.

Full Exhibitor Package: (1- 6' Table, 2- Chairs, 1- 10'x10' Canopy) \$100.00

EXHIBITOR FEES (check all that apply. Submit total by mail or enter credit card information below):

- Major Publisher \$250
 Bookstore \$125
 Non-profit \$125
 Indie Press/Author \$125
 Commerce/Retail/Food \$125
 Full Exhibitor Package: (1- 6' Table, 2- Chairs, 1- 10'x10' Canopy) \$100.00
 Additional Table \$25
 Shared Space \$200 (total)

I agree to the terms set forth in this application and acknowledge receipt of the Westchester Multicultural Children's Book Festival Agreement ("Agreement"). I have read the "Agreement" and agree to be bound by these terms. **INITIAL** _____

CREDIT CARD APPLICATIONS CAN BE FAXED TO 914.231.6981. WE ACCEPT VISA/MC/AMEX

Name on Card: _____ Card #: _____ Exp. Date: _____

Signature: _____ Print name: _____ Date: _____

**Please make checks payable to Westchester Multicultural Children's Book Festival/WMCBF
Mail to WMCBF, PO Box 170, Hastings on Hudson, NY 10706 or email to wmcfbf@qbr.com
For additional information, call (914) 231.6778 or fax application to (914) 231.6981**

Westchester Multicultural Children's Book Festival Exhibitor Agreement

This agreement sets forth the mutual understanding and commitments between the Westchester Multicultural Children's Book Festival, an event owned and operated by the Africana Literature Archives, Inc., a New York State not-for-profit organization and hosted by the White Plains Public Library, and the Exhibitor, whose legal name and address appear on the Westchester Multicultural Children's Book Festival Exhibitor Registration form, regarding the Exhibitor's participation in the Westchester Multicultural Children's Book Festival to be held on Saturday, October 13, 2012. **No refunds will be issued after September 28th; partial (50%) refund issued prior to September 28. All requests for refunds must be made in writing to wmcbrf@gbr.com. The Westchester Multicultural Children's Book Festival will take place rain or shine. Refunds will not be issued due to inclement weather.**

Exhibitor's Participation in the Westchester Multicultural Children's Book Festival

- 1) Applications for the Westchester Multicultural Children's Book Festival are considered on a first-come, first served basis based upon the receipt of a complete application and payment. The Westchester Multicultural Children's Book Festival reserves the right, in its sole discretion, to refuse participation in the festival to any applicant for any reason.
- 2) Exhibitor agrees that it will maintain its booth open to the public between 11:00 a.m. and 4:00 p.m. on Saturday, October 13, 2012 and will neither open its booth late nor close the booth early on that day.

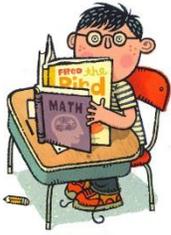
Limitations of Liability

- 1) Exhibitor shall indemnify, defend and hold harmless Westchester Multicultural Children's Book Festival, the White Plains Public Library, and Festival sponsors and the employees, representatives and agents of each from claims, liabilities, costs and charges (including attorneys' fees and costs) for injury, loss or damage to property or persons (including death) arising out of Exhibitor's activities in connection with the Festival, or any breach of representation, warranty or covenant in this agreement.
- 2) Westchester Multicultural Children's Book Festival, the White Plains Public Library, and Festival sponsors and the employees, representatives and agents shall not be liable for any claims, liabilities, costs and charges arising out of any injury, loss or damage to the person or property of the Exhibitor, its employees, representatives and/or agents, except to the extent arising out of the sole negligence of the Westchester Multicultural Children's Book Festival, the White Plains Public Library, or Festival sponsors..
- 3) Exhibitor acknowledges and agrees that it is solely liable for any and all sales tax or other taxes, fees and assessments required by applicable federal, state or local law in connection with Exhibitor's participation in the Festival.
- 4) This agreement shall be governed by the laws of the State of New York.

Acknowledgement

Exhibitor acknowledges that execution of the Exhibitor Registration Form binds Exhibitor to the terms of this Westchester Multicultural Children's Book Festival Exhibitor Agreement.

INITIAL _____



Westchester Multicultural Children's Book Festival

Advertising Insertion Order

Company Name: _____ Contact Name: _____

Address: _____ City: _____

State: _____ Zip: _____ Telephone: _____ Cell: _____

Email: _____ Fax: _____

Check Size NOTE: Program Guide is a 5.5" wide x 8.5" long booklet.

Ad Size	Pixels	Size by Inches	Cost
<input type="checkbox"/> Full Page	300 dpi	7.5" x 4.5"	\$125.
<input type="checkbox"/> 1/2 Page (h)	300 dpi	3.75" x 4.5"	\$ 85.
<input type="checkbox"/> 1/4 Page (v)	300 dpi	3.75" x 2.25"	\$ 50.

Enter total amount enclosed or to be charged to credit card \$ _____

Ad Insertion Deadline	Materials Due
Monday, September 17	Friday, September 21

All campaigns are prepaid and one issue in duration. Please make check payable to Westchester Multicultural Children's Book Festival/WMCBF. Please mail to WMCBF, PO Box 170, Hastings on Hudson, NY 10706. Call 914.231.6778 to order or for additional information. Email advertising material and Insertion Order to wmcbrf@gbr.com. Insertion orders can be faxed to 914.231.6981.

X _____
Authorizing Signature

Date

Credit Card Applications can be faxed to 914.231.6981. We accept VISA/MC/AMEX.

Name on Card: _____ Card#: _____ Exp. Date: _____

Signature: _____ Print name: _____ Date: _____

**FULL PAGE
4.5" wide x 7.5" deep
@300 dpi
\$125.00**

**NOTE: This image does not represent
the actual size of the ad.**

Please follow ad specifications given above.

Program Guide is a 5.5" wide x 8.5" long booklet.

All ads are black and white.

**¼ PAGE – VERTICAL
2.25" wide x 3.75" deep
@300 dpi
\$50.00**

**NOTE: This image does not represent
the actual size of the ad.**

Please follow ad specifications given above.

**Program Guide is a 5.5" wide x 8.5" long
booklet.**

All ads are black and white.

Advertising Materials: Hi-res PDF or jpeg files. Black and white only. Ads submitted in color will be converted to black and white. Printer will make best effort to maximize tonal values. Ads must meet both dpi and sizing requirements. **Ads in Word format will not be accepted.** Forward materials to wmcbf@qbr.com

**½ PAGE – HORIZONTAL
4.5" wide x 3.75 deep"
@300 dpi
\$85.00**

**NOTE: This image does not represent
the actual size of the ad.**

Please follow ad specifications given above.

Program Guide is a 5.5" wide x 8.5" long booklet.

All ads are black and white.